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ABSTRACT

The 32 sources in this annotated bibliography are compiled for those interested in the available resources concerning theory and practice in public speaking. The bibliography cites only books with comprehensive treatments of the art of public speaking and its background, the majority of the items being textbooks that have gone through at least one edition. (JC)

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RESOURCES FOR PUBLIC SPEAKING

A Selected, Annotated Bibliography

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This list is designed for those interested in learning of the resources available concerning theory and practice in public speaking. Only books containing comprehensive treatments of the art and its background are included.

Speech books slanted to the argumentative or persuasive treatments of public speaking, which are certainly germane, have been omitted because such areas of study deserve their own bibliographies. The countless articles which appear in such sources as The Quarterly Journal of Speech, Communication Education and the regional journals also do not appear in this list since they deal with only certain aspects of public speaking. Collections of the texts of speeches also do not appear, since other bibliographies of such anthologies are readily available.

It is to be noted that the majority of the items appearing in the list are texttooks that have gone through more than one edition, attesting to their valuableness as teaching aids in the classroom.

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Andersen, Martin P., E. Ray Nichols, Jr., and Herbert W. Booth. The Speaker and His Audience. (2nd ed.) New York: Harper and Row, 1974.

This voluminous textbook is so complete that it is most suitable for a two-semester course. All aspects of public speaking are covered in great detail as is participation in group discussion.

Andrews, James R. Essentials of Public Communication. New York: John Wiley & Sons, Inc., 1979.

Communication is viewed as a process that begins with the listener and moves to speaker-listener interaction. The usual topics are covered. The sample outlines included should prove helpful.

Aristotle. The Rhetoric of Aristotle. Translated and edited by Lane Cooper. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1960. (Paper)

Most contemporary public speaking textbooks have been markedly influenced by this "bible" of public speaking. Its three divisions have been labeled the books of the speaker, the audience and the speech. It is the oldest (333 B.C.) comprehensive source on the subject.

Brigance, William N. Speech Communication (2nd ed.) New York: Appleton-Century-Crofts, Inc., 1953.

Seven "lamps" guide the student in speech construction. This respected textbook is noteworthy for its chapters on "Use of Words" and "Forms of Address."

Byrns, James H. Speak for Yourself: An Introduction to Public Speaking. New York: Random House, 1981. (Paper)

The author's purpose is to show that principles of effective speaking are not lifeless abstractions but extensions of people's daily behavior. The study of speech is regarded as a means of expanding daily behavior. The study of speech is regarded as a means of expanding skills rather than of correcting deficiencies.

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Cicero. De Oratore. Translated by E.W. Sutton and H. Rackham. 2 vols. Cambridge, Mass.: Harvard University Press, 1942.

Written from the standpoint of a practicing orator, this classic Roman work provides an extensive refinement of Greek principles. Its influence on subsequent works has been notable.

Cronkhite, Gary. Public Speaking and Critical Listening. Menlo Park, California: The Benjamin Cummings Publishing Company, Inc., 1978.

As the title implies, this book highlights critical listening, but, in fact, the space devoted to listening per se is less than in many other texts. Illustrative speeches are included at the end of most of the chapters.

De Vito, Joseph A. The Elements of Public Speaking. New York: Harper & Row, 1981.

The usual subject areas are covered in this book. The point of view is "transactional." The writer attests that each aspect of the public speaking situation is in a constant state of interaction with all other aspects. "Experiential Vehicles" conclude each of the seven major divisions of the book. Upon inspection, these vehicles prove to be exercises and projects, oral and written.

Ehninger, Douglas, Alan H. Monroe, and Bruce Gronbeck. Principles and Types of Speech Communication. (8th ed.) Glenview Ill.: Scott, Foresman and Co., 1978.

This most widely used of public speaking textbooks in print centers around a system--Monroe's Motivated Sequence. Attention, Need, Satisfaction, Visualization and Action are steps to be followed in varying degrees in devising speeches of information, conviction, inspiration, action, and entertainment. The system receives less emphasis and the five purposes for speaking are seen as less exclusive in this most recent edition of this popular work.

Fischer, Raymond L. Speaking to Communicate: An Introduction to Speech. Encino, Calif.: Dickensen Publishing Co., Inc., 1972. (Paper)

In addition to discussing preparation and delivery, this very brief text considers speeches to inform and persuade. Chapters are also devoted to listening and group discussion.

Garner, Dwight L. Idea to Delivery: A Handbook of Oral Communication. (2nd ed.) Encino, Calif.: Dickensen Publishing Co., 1973 (Paper)

This very brief book treats primarily of informative and persuasive speaking. There is a chapter on group discussion. Five illustrative speeches are appended.

Gronbeck, Bruce E. The Articulate Person: A Guide to Everyday Public Speaking. Glenview, Ill.: Scott, Forseman and Co., 1979. (Paper)

The author tells us that this "once-through-quickly book" utilizes an occasion-centered approach. The occasion and audience are considered as they relate to defining, demonstrating, reporting, explaining, arguing, refuting, changing attitudes, and moving to action. The final three chapters consider participation in group discussion and in leading meetings.

Hance, Kenneth G., David C. Ralph, and Milton J. Wiksell. Principles of Speaking. (3rd ed.) Belmont, Calif.: Wadsworth Publishing Co., 1974.

The authors' purposes are to develop attitudes toward speaking that pertain to its place in everyday life and the important ethical considerations that should underlie all speaking; to develop tastes with respect to purposes and standards; and to develop competence in the art.

Heun, Richard and Linda Heun. Public Speaking: A New Speech Book. St. Paul, Minn.: West Publishing Co., 1979. (Paper)

Public speaking skills arranged in the best order for development determine the structure of this beginning textbook.

Kell, Carl L. and Larry James Winn. Guidebook in Public Communication. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1976. (Paper)

This exceedingly brief textbook features simulation games in an attempt to revitalize the basic course.

Koehler, Jerry W., Karl W.E. Anatol, and Ronald L. Applbaum. Public Communication: Behavioral Perspectives. New York: Macmillan Publishing Co., Inc., 1978. (Paper)

Public communication is here defined as "the product of behavioral inputs, actions and outputs that are measured by audience behavior in relationship to communicator objectives." Forms other than public speaking are seen as public. The authors draw heavily upon the social sciences.

Makay, John J. Speaking with an Audience: Communicating Ideas and Attitudes. New York: Harper & Row, Publishers, 1977. (Paper)

Twelve primary needs of speakers are emphasized at the outset. The stock topics are covered beginning with the audience and delivery and ending with style.

McCabe, Bernard P., Jr., and Coleman C. Bender. Speaking is a Practical Matter. Boston: Holbrook Press, Inc., 1976. (Paper)

This is another book which treats of all kinds of speaking, but its focus is on public speaking two-thirds of the time. The practicalness of good public speaking is emphasized as the title would imply.

Mudd, Charles S. and Malcolm O. Sillars. Speech: Content and Communication. New York: Thomas Y. Crowell Co., 1975. (Paper)

The argumentative, motivational and credibility dimensions of communication are accorded separate chapters. Interpersonal interaction, small-group decisionmaking and criticism merit separate chapters. Speaking to inform, persuade and entertain receive special attention.

Oliver, Robert T. and Eugene E. White. History of Public Speaking in America. (2nd ed.) Boston: Allyn & Bacon, Inc., 1975.

The authors provide background material on American orators and their practices.

Quintilian. The Institutio Oratoria of Quintilian. Translated by H. E. Butler. 4 vols. Cambridge, Mass.: Harvard University Press, 1953.

In twelve books, a famous Roman teacher describes the education of the orator from cradle to maturity. Quintilian stresses ethos--the good man speaking well. By good he means a man of competence, integrity and praise-worthy motives.

Rein, Irving J. The Public Speaking Book. Glenview, Ill.: Scott, Foresman and Company, 1981. (Paper)

This volume is another attempt to meet the challenge of making good speeches in the eighties. An earlier version bore the title The Relevant Rhetoric. Sample speeches are included.

Reid, Loren. Speaking Well. (3rd ed.) New York: McGraw Hill Book Co., 1977. (Paper)

Professor Reid's focus is mainly upon speaking to inform and persuade. In addition to public speaking he writes about interpersonal and small group communication. There is a chapter on interviewing

Stone, Janet and Jane Bachner. Speaking Up: A Book for Every Woman Who Wants to Speak Effectively. New York: Mc Graw Hill Book Company, 1977. (Paper)

This trade book attempts to show that a woman's use of public speaking (and all speaking is defined as public speaking) has unique aspects. The reader is promised that the book will "camouflage and eventually cure nervousness, evaporate the mystique surrounding 'speechmaking' so you will understand it for what it is--talking; help you to 'clean up your act', become more confident and articulate all the time, not just for special occasions or audiences."

Taylor, Anita. Speaking in Public. Englewood Cliffs, N.J.: Prentice-Hall, 1979. (Paper)

This volume aims to reflect the perspective of a new science, communicology, wherein in recent learning in psychology, sociology, linguistics, information processing, management and rhetoric are synthesized. At the same time a practical approach is maintained.

Verderber, Rudolph F. The Challenge of Effective Speaking. (4th ed.) Belmont, Calif.: Wadsworth Publishing Co., Inc., 1979. (Paper)

The standard topics are treated with sections devoted to informative and persuasive speaking. There are chapters on Speeches of Definition and Speeches of Refutation not found in other basic textbooks.

Walter, Otis M. and Robert L. Scott. Thinking and Speaking. (4th ed.) New York: The Macmillan Co., 1979. (Paper)

As the title suggests, emphasis is upon the role reasoning plays in locating subjects, organizing materials and inventing support. Thinking and speaking about problems, causes, solutions, meaning, and values are subjects of separate chapters.

Wilson, John F. and Carroll C. Arnold. Dimensions of Public Communication. Boston: Allyn & Bacon, 1976. (Paper)

This is a shortened version of Public Speaking as a Liberal Art that focuses upon only informative and persuasive speaking. The language has been simplified for easier comprehension.

Wilson, John F. and Carroll C. Arnold. Public Speaking as a Liberal Art. (4th ed.) Boston: Allyn & Bacon, 1978.

The ancient canons of invention, disposition, style and delivery determine the organization of this textbook. Attention is also given to the ancient canon of memoria. Contemporary findings are blended with traditional theory. The liberal arts approach, interpreted as a freeing of the self, is a distinguishing feature.

White, Eugene E. Practical Public Speaking. (3rd ed.) New York: Macmillan Publishing Co., Inc., 1978. (Paper)

Traditional subject areas are presented as the author guides the reader through the process of preparing and delivering a speech. Special types of speeches are treated in the fourteenth and final chapter.

Winans, James A. Public Speaking. New York: Century Company, 1917.

Attention as it affects persuasive speechmaning receives prime consideration in this landmark work. Ideas on delivery found here have also been of great influence on subsequent writers.

Zimmerman, Gordon I. Public Speaking Today. St. Paul, Minn.: West Publishing Co., 1979. (Paper)

This pragmatic guide is especially designed for beginners. Nonverbal and dyadic communication are accorded special attention. A chapter is devoted to the use of audiovisual aids.